

Chamber Directors Set Goal in 10-Point Guide

A set of principles to guide the "Keep Pace With Opportunity" expansion program recently inaugurated by the Torrance Chamber of Commerce has been adopted by the Chamber's board of directors, according to Bruce Jones, president, and George W. Post and Arthur L. Reeves, program co-chairmen.

"A careful study of present conditions and future needs has convinced the board of directors that our community and area needs a still stronger program for promotional and development than we have had before," directors declared in the preamble, "in order to accelerate our progress, foster increased prosperity, and more fully attain our great potentials in business, industrial, and civic fields."

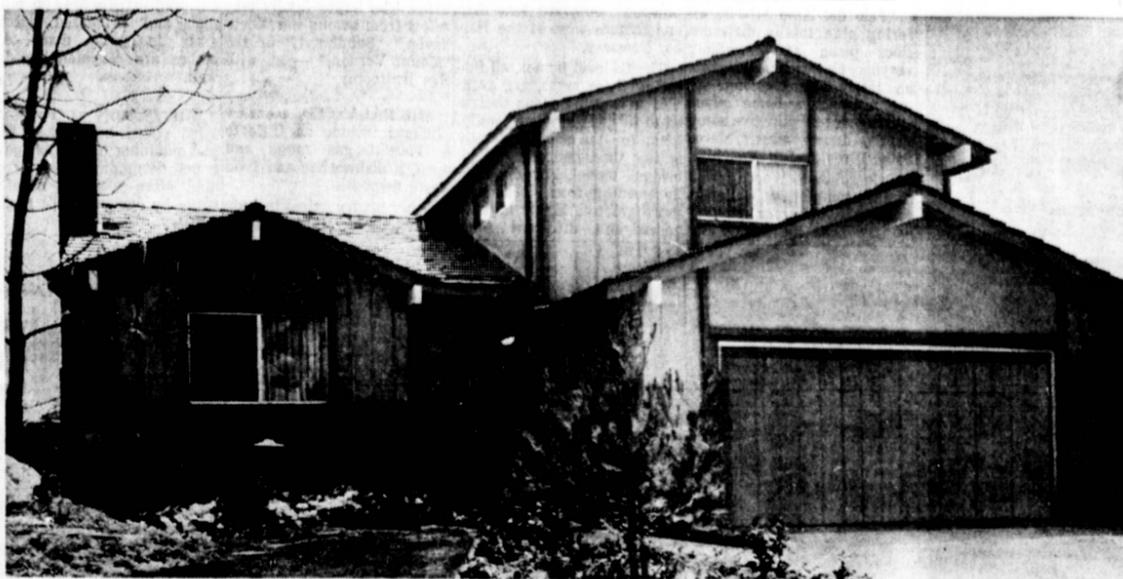
"Therefore, we propose to:

1. Develop and put into effect the 'Keep Pace with Opportunity' program for the long-range benefit of all citizens.
2. Foster a more vigorous civic spirit, greater vision as to our future potentials, a still stronger attitude of community cooperation, and an increased sense of individual responsibility on the part of citizens residing here and also those in business in Torrance who reside elsewhere.

IN FAIR PROGRAM

A program of dancing and teenage band music was presented by the local Wardens and Tyes at the Los Angeles County Fair Wednesday at 2 p.m. in the fair's amphitheatre. The group is sponsored by Mrs. Donna Warden.

3. Build an expanded, comprehensive, practical action program, based on the feasible ideas and suggestions of our members and other citizens for the further development of: (a) Present industries and suitable new industries; (b) Retail and wholesale trade; (c) Professional opportunities; (d) Educational and cultural advantages; (e) Programs to aid in governmental and military matters; (f) Study and action on legislative and tax issues affecting the welfare of Torrance and the area; and (g) Civic improvement.
4. Mobilize our entire business and civic life in this program, and make the chamber a full adequate agency of leadership and enterprise through which the citizens can achieve these objectives for the benefit of all.
5. Further strengthen all chamber activities, with the enthusiastic participation of the entire business community, and maintain a well-operated system of committees embodying the best talent of the community and area for maximum accomplishments.
6. Hold meetings periodically, and keep the members and the public informed of these activities through the press, radio-TV, bulletins, and the annual report.
7. Serve as a central clearing house for constructive thought and action as to community needs, problems and opportunities, and maintain the chamber's well-known character as a politically non-partisan, non-sectarian, unselfish organization which constantly renders services of great benefit to every citizen.
8. Emphasize the cardinal fact that the investment of time, effort and money in the Torrance Chamber of Commerce is a highly profitable business investment—not a 'gift' or 'donation.'
9. Bring all businesses, industries, professional men and other forward-looking citizens into the Chamber of Commerce, so as to provide the necessary strength in every way to carry on this program successfully, year by year—the strongest Chamber of Commerce in California among cities and areas in our population class.
10. Impress upon our business and professional men and women and other civic-minded citizens that the Chamber of Commerce is not 'they' but 'we'—and that all of us owe it to ourselves and our community to enable the chamber to do the best possible job . . . and, most of all . . . to help, thereby, to strengthen our nation's private enterprise system upon which the freedom of every American depends."



WASHINGTONIAN . . . One of several models now available at Ray Watt's walled-in community of Palo del Amo Woods is the Washingtonian, shown here. The four-bedroom, three-bath home is adaptable to families with varying needs, Sales Director Bill Houchin says. Seven furnished models are open daily from 10 a.m. until dark at the development, located on Sepulveda Boulevard just west of the Harbor Freeway.



AMERICANA THEME . . . Interiors based on an Americana Theme are a feature of the "Huntington," one of six furnished models open at Carriage Place, Sepulveda at Figueroa, from 10 a.m. until dark each day. The new development, built by Barclay-Hollander-Curci, is celebrating its grand opening this weekend.

DIABETES CHAPTER

The regular monthly meeting of the Long Beach Chapter of the Diabetes Association of Southern California will be held Tuesday, at 8 p.m. in the auditorium of the Long Beach Health Department, 2655 Pine Ave. Oscar Shadle, M. D., will speak on "Diabetes in the Middle Years."

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WINS PRIZE . . . Lippard Realtors claimed first place in the float division of the Waleria Round-Up Days parade with this float, based on the firm's motto, "Brokers and salesmen in the firm's offices worked on the float, hand stuffing some 15,000 tissues on the wire base, according to Harold Lippard. The float also was entered in the city's Ranchero Days Parade, where it won similar honors.

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Melodymen Will Guest Tonight At Area Church

The Melodymen of San Diego will be guests of the Harbor Church, 1032 W. Pacific Coast Hwy., at today's 7 p.m. service.

The Rev. Robert Pruett, pastor, who will speak at both the 11 a.m. and 7 p.m. service, has extended an invitation to all Southwest residents to hear the Melodymen. The singers have previously appeared in the area at Youth for Christ and Teen Challenge meetings.

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